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University of San Diego

Office of Public Relations

News Bureau

USD HOSTS FORUM ON "DOWN AND DIRTY POLITICS: ATTACK ADVERTISING"

Voters say they are turned off by negative campaigning but candidates continue to attack each other in paid advertising. What gives?

Election-year smears will be the topic of an educational forum, "Down and Dirty Politics: Attack Advertising in the 1992 Presidential Campaign," on Tuesday, October 20, from 7 p.m. to 9 p.m. in the Solomon Lecture Hall in Maher Hall on the USD campus.

Dr. Bethami Dobkin, Coordinator of Media Studies at USD, Michael Shames, Chair of the Sierra Club's political committee, and USD undergraduate honors student Lisa Kadane will lead a discussion of the anatomy of Presidential attack ads, strategies used on those ads, and voter perceptions of them. The forum will include viewing of selected Bush and Clinton attack "polispots."

According to Shames, who produced an award-winning ad attacking the proposed Edison-SDG&E merger (which was defeated), "Conventional wisdom on the street has been that negative ads work. That may have been true five years ago, but I'm not sure that's true anymore."

For further information, contact Dobkin at 260-4600, ext. 2440, or Shames at 696-6966.